

What is claimed is:

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A management system for managing the delivery of multimedia broadcast signals from a broadcast provider to a subscriber and providing to said subscriber interactive access to said signals, said broadcast signals being configured according to IP (Internet Protocol) format for multicast transmission over a broadband network and reception by a subscriber device, said management system comprising an interactive program guide (IPG) component configured for providing to said subscriber an interactive program guide (IPG) permitting selection of said multimedia signals by said subscriber and a subscriber device component associated with said subscriber device and configured for receiving instructions from said subscriber.

2. A system according to claim 1 wherein said subscriber device comprises a set top box and a television coupled thereto, said set top box comprising a decoder configured for converting said selected IP multicast format signals into a display format for display on said television.

3. A system according to claim 1 wherein said subscriber device comprises a computer and a computer monitor coupled thereto, said computer comprising a decoder configured for converting said IP multicast format signals into a display format for display on said monitor.

4. A system according to claim 3 wherein said subscriber device comprises a subscriber input interface coupled thereto for receiving instructions from said subscriber.

5. A system according to claim 4 wherein said subscriber device component comprises a PC component configured for displaying said converted multimedia signals on said monitor in the form of a player window.

6. A system according to claim 5 wherein said PC component is configured for displaying a remote controller GUI on said monitor, said remote controller GUI being controllable by said subscriber through said subscriber input interface for controlling the selection of said signals from said IPG.

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7. A system according to claim 6 wherein said subscriber input interface comprises a keyboard, a mouse or a keyboard and a mouse.

10 8. A system according to claim 7 wherein said interactive program guide provides drop down box selection and scroll bar GUI features .

9. A system according to claim 8 wherein said remote controller GUI is a model of a hand-held remote controller.

15 10. A system according to claim 9 wherein said IPG comprises program schedule cells associated with a channel lineup listing selectable television broadcast channels.

11. A system according to claim 10 wherein said channel lineup includes one or more channels corresponding to selectable URLs.

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12. A method for managing the delivery of multimedia broadcast signals from a broadcast provider to a subscriber's personal computer (PC) and providing to said subscriber interactive access to said signals, said broadcast signals being configured according to IP (Internet Protocol) format for multicast transmission over a broadband network and reception by said subscriber's PC, said method comprising providing to said subscriber an interactive program guide (IPG) permitting selection of said multimedia signals by said subscriber, receiving instructions from said subscriber, selecting a multimedia signal from said multicast transmission according to said received instructions and reformatting said selected signal for display on a monitor coupled to said subscriber's PC.

13. A method according to claim 12 whereby said selected signal is displayed on said monitor in the form of a player window.

14. A method according to claim 13 and further comprising displaying a remote controller GUI on said monitor, said remote controller GUI being controllable by said subscriber for controlling the selection of said signals from said IPG.

15. A method according to claim 14 whereby said interactive program guide provides drop down box selection and scroll bar GUI features .

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16. A method according to claim 15 whereby said remote controller GUI is a model of a hand-held remote controller.

15. A method according to claim 16 wherein said IPG comprises program schedule cells associated with a channel lineup listing selectable television broadcast channels.

18. A method according to claim 17 wherein said channel lineup includes one or more channels corresponding to selectable URLs.

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